

The diploma thesis, addressing the topic of New media and internet marketing via an example of social networks, deals with the possibilities of practical marketing that these new media offer. The work deals also with the characteristics of these new media and this kind of a wider social context. The whole work thus stands on three pillars – the new media and technologies, the new media and social activities and, last but not least, the internet marketing and the referring case study. The characteristics of new media mark several whole new possibilities and opportunities for the marketing activities. With the dawn of new media, marketing grows with the changes of its quality, the society has to learn how to adapt to these conditions and to turn them to its own profit because marketing people are developing new tools and new methods for their successful marketing communication. Marketing has been offered some huge new horizons thanks to the internet. Along with the tools of the conventional commercial communication it keeps at disposal even the interpersonal communication. Personal user data-gathering helps with addressing the customers directly. One of such tools to help the companies with direct input of the customers' needs, desires and demands of an exact brand are the social networks. Such premise is being proven in a case study as a part of my diploma work.